

Annual subject index of articles

JANUARY THROUGH DECEMBER 1976

Each listing shows the title of a major article or short article, the latter in italics. The first two figures following the title indicate the date of the issue, and the last figure indicates the number of the page upon which the article begins. MEDICAL ECONOMICS will send physicians

any three articles listed below without charge. Copies of additional articles are priced from 50 cents to \$1.00, and, as long as the supply lasts, whole copies of the magazine (including any of our Special Issues) may be purchased for \$3.00 each.

Assistants

Doctors' productivity: The trend is down. 1-12-100
Our office was cozy—so was our embezzler. 2-9-86
Beware of the pig principle! 2-23-171
Four little mistakes cost this practice \$66,000 a year. 4-5-99
Finding—and keeping—first-rate assistants. 4-19-94
Would you be tricked by this perfect office fraud? 5-3-154
New ploys in office forgery. 5-17-82
Trust your employees? Bond 'em anyway! 5-17-84
"We run a tight ship, but it's leaking." 5-17-163
How to head off problems in the years ahead. 5-31-139
The perfect secretary: lost and found and lost and . . . 6-14-140
To get your staff clicking, put *somebody* in charge. 6-28-116
For a better staff, treat your assistants as partners. 7-26-94
First doctor opposition to physician's assistants. 9-6-91
Embezzler vs. computer: Don't bet on the computer. 9-20-156
Is a group dental plan right for your office? 9-20-169

Cars

Tips on staying alive in a small car. 1-12-74
The fine art of dodging a traffic ticket. 1-26-147
A vacation van you can tax-deduct. 2-23-123
The Jaguar coupe: better—or just more expensive? 3-8-153
Don't just give your kid a car. 4-19-113
Foreign cars: Can you keep up with the upkeep? 5-17-156
Look for a new car now—or wait for the 77s? 5-17-144
A doctor's guide to C.B. radio. 6-28-96
Does it make sense to lease your next car? 7-26-87
The new T-bird: Can a turkey fly again? 8-23-80
Getting more mileage out of auto insurance dollars. 9-6-109
Testing G.M.'s pared-down big cars. 9-20-88

New-car fever (and why to cool it). 10-4-129
Testing the 1977 Cadillac: still in a class by itself? 11-1-102
Safe-driving tips for M.D.s on the run. 11-15-143
You can take my Caddy—I'm a van man now. 11-15-166
They can mo-ped, so why not you? 12-13-225

Colleagues

Complications as usual—but I was the patient. 1-12-225
Small-town ethics? You can have them! 2-9-240
In pursuit of the good life. 3-22-75
Malpractice defense: Your colleagues can help. 3-22-130
Hospital hell-raising: It's dangerous, but do it! 4-5-84
Avoiding hang-ups on out-of-town referrals. 4-19-263
Now we've a financial incentive to bag bad doctors. 4-19-125
A doctor charges: "Shameful medical care nearly killed my daughter." 5-17-75
If peer review won't work, what will? 5-17-101
Another failure for self-policing—or was it? 6-28-132
Is your reassurance alarming the patient? 6-28-84
Small-town medicine a closed shop? Believe it! 7-12-206
What would it take to make you advertise? 7-12-77
As doctors see it: why patient relations go wrong. 9-20-92
Take credit for what you do for the patient. 11-15-231

Collections

When you tell your patients to pay on the spot. 7-12-220
When the patient refuses to pay. 7-26-78
The law and your practice: Beware these collection pitfalls. 11-1-128

Corporations

Rewriting your retirement plan to fit the new law. 1-12-84
Extra flexibility for your corporate retirement plan. 1-26-103
Beware of the pig principle! 2-23-171
A workable way to transfer practice assets to your children. 3-8-223
Keogh vs. incorporation: You can't afford to stand pat. 5-31-9; Six plans to reach your retirement-income goal. 5-31-21; Take the misery out of managing your plan. 5-31-43; How to head off problems in the years ahead. 5-31-139
An I.R.S. sneak attack on solo corporations. 6-14-211
How to be ready for an I.R.S. corporate audit. 9-6-188
Easing a new man into a corporation. 9-20-187
Protecting your family without going overboard. 10-11-163
Earnings survey: which specialties are staying ahead of inflation. 10-18-146
Fending off tougher corporation tax audits. 10-18-80
Don't pass up these extra retirement-plan benefits. 11-1-153
The latest expense trends: high but tolerable. 11-1-81
Turning the new tax law to your advantage. 11-15-31
Who gets the office? . . . and other problems of corporate divorce. 11-15-213
Will you get your share of hidden partnership assets? 12-13-193

Drugs

Who's liable—you or the druggist? 1-12-69
Aftermath of drug abuse: one family's toll. 3-8-135
Don't close your practice until you read this. 6-14-187

Education

The 10 best medical schools—or are they? 2-9-90

Continued on page 116

Annual subject index

Education (cont.)

- They'll tailor continuing education to your practice.* 3-8-89
How my "doctor in training" survived my training. 4-5-119
"I'll never take a recertification exam!" 4-19-93
My wife's gone back to college and I'm getting the education. 4-19-257
A family vacation: Try college for a week or two. 5-3-88
F.M.G.: Is the headache almost over? 6-14-198
Now you can deduct most specialty-training costs. 7-26-77
How "creative aggression" saved my medical license. 8-23-84
Turning 18 med school rejections into an admission. 9-20-173
Let's reclaim our practices from the ivory-tower gang. 10-4-141
Medicine's last word in "think tanks." 10-4-104

Equipment

- Your best buys in exercise equipment. 1-12-118
Four office signal systems: Are you ready for one? 2-9-177
Is your office patient-proof? 2-9-238
Wringing more tax savings from your professional equipment. 3-22-103
A doctor's guide to C.B. radio. 6-28-96
Which of those new smoke alarms should you buy? 10-4-179
Will you get your share of hidden partnership assets? 12-13-193

Estate planning

- Name a bank as trust manager? Maybe not.* 2-23-110
Estate traps to avoid—if you outlive your wife. 6-14-213
The courts crack down on professional-office tax shelters. 8-23-103
Setting up a big-league trust with little-league assets. 9-6-229
Will your estate plan stand up? 10-11-189
Turning the new tax law to your advantage. 11-15-31

Ethics

- Small-town ethics? You can have them! 2-9-240
How soon will your colleagues begin advertising? 2-23-31
Small-town medicine a closed shop? Believe it! 7-12-206
What would it take to make you advertise? 7-12-77
When you tell your patients to pay on the spot. 7-12-220
How much to tell others about your patient. 8-9-153
Why we keep the dying from dying in peace. 10-18-67

Family

- Don't just give your kid a car. 4-19-113
My wife's gone back to college and I'm getting the education. 4-19-257
Turning 18 med school rejections into an admission. 9-20-173
Will your estate plan stand up? 10-11-189
The greatest father-son vacation of your life. 10-18-116
How I rescued my son from the Moonies. 11-1-72

- Are you raising your kids to be children? 11-15-116
If you ever have to cook for a sick wife. 12-13-144

Fees

- A formula to keep fees in step with malpractice rates. 1-26-27
Do you know these 10 ways to save patients money? 3-8-203
The attack on RVS: a step closer to fee control. 4-19-31
What's Blue Shield up to now? 9-6-92
Fees: Are they rising too fast? 10-4-152
When a nurse sees the patient, we cut our fees. 10-4-98
Carter's health expert fills in the blanks. 10-18-31
Will doctors lose their "license to steal"? 10-18-93
Fees and income: Is resentment on the rise? 11-29-62

Government medicine

- Mental health: an all-time great Government boondoggle? 1-12-173
My life-or-death brush with socialized medicine. 1-26-75
My tough rules produce responsible welfare patients. 2-9-259
P.S.R.O.: getting to the right man. 2-9-121
Sure let's strike—but against health insurers. 2-23-97
How many patients can fit into a Volkswagen? 4-19-179
Let's stop giving Uncle Sam a discount! 5-3-101
If only government would let well enough alone. 6-28-76
Health-care controls: slipping in the back door? 7-12-225
What future for the profit motive in Medicaid? 7-12-33
My life and hard times in a Medicaid mill. 8-9-80
Once we have national health insurance . . . 8-9-101
Will the A.M.A. repudiate its own national health plan? 8-23-35
Why equality of medical care is impossible. 9-20-135
Carter's health expert fills in the blanks. 10-18-31
My death struggle with Medicare. 10-18-77
Welfare patients: Surprise—they like you. 11-29-134
Government controls: Which do they really favor? 11-29-172
I prosecuted 22 doctors for fraud—and won. 12-13-73
Carter-care: What next from Washington? 12-27-25;
What doctors think in Georgia. 12-27-32

Health insurance

- Why should a health insurer decide a patient's fate? 1-12-203
My life-or-death brush with socialized medicine. 1-26-75
My tough rules produce responsible welfare patients. 2-9-259
Sure let's strike—but against health insurers. 2-23-97
I'd rather switch than fight. 4-5-154
A timesaving way to speed third-party payments. 4-5-144
My year with an H.M.O. was one year too many. 4-19-79
Once we have national health insurance . . . 8-9-101
Will the A.M.A. repudiate its own national health plan? 8-23-35
How would you fare under state health insurance? 9-6-77
What's Blue Shield up to now? 9-6-92

- Big business digs in against rising health costs. 9-20-148
Carter's health expert fills in the blanks. 10-18-31
Why I'm all for second opinions on elective surgery. 12-13-80
Carter-care: What next from Washington? 12-27-25;
What doctors think in Georgia. 12-27-32

Home

- 16 ways to burglar-proof your office. 1-26-182
How to hide almost anything. 3-8-82
Don't be booby-trapped by a real-estate covenant. 4-19-199
Home improvements: Buy now, save later. 5-17-121
Thinking of a condominium? Steps to take before you buy. 6-14-156
Give your real-estate bargain my "walk test." 8-9-109
That house on the hill costs more than you think. 8-9-186
How much protection from those new home warranties? 8-23-73
Our small house gives us more room to live. 9-20-111
Turn a profit by housing your kids at college. 10-4-175
Which of those new smoke alarms should you buy? 10-4-179
Getting your home insurance in line with the real world. 10-18-101
Home improvements for pleasure now, profit later. 11-15-145

Hospitals

- Immediate follow-up can forestall malpractice suits. 1-12-113
"Hello, room service? I'm the rhinoplasty in 310." 3-8-128
Malpractice in a locked room. 3-8-172
Could your state use an idea like this? 3-22-204
Hospital hell-raising: It's dangerous, but do it! 4-5-84
Good old hospital bonds—even better buys today. 4-19-88
Will hospitals help pay your malpractice premiums? 5-3-125
Another failure for self-policing—or was it? 6-28-132
How far to go prolonging life: one hospital's system. 7-12-69
Why don't more doctors make noon hospital rounds? 7-12-203
Medical discipline gone wrong: Everybody loses. 7-26-65
The biggest H.M.O. advocate backs off on prepayment. 8-9-29
Plaintiff vs. 141—count 'em—physicians. 8-23-69
On-the-spot malpractice settlements become law. 9-6-31
Forming a P.S.R.O. . . well, it beats taming tigers. 9-20-81
These doctors vacation six months a year. 10-4-83
M.D. charged in mass murders. 11-15-174
Emergencies: How well do you come through? 11-29-30
Taking the "hard middle ground" with your dying patient. 12-13-162

Humor

- What if everybody had to get informed consent? 4-5-148

Continued on page 119

Iberet®-500

One Filmtab® tablet a day supplies:

Controlled-Release Iron

Ferrous Sulfate,
(equivalent to
elemental iron—105 mg.) . . 525 mg.

Plus High Potency Vitamin C

Vitamin C
(as Sodium Ascorbate) 500 mg.

Plus the B-Complex

(contains no folic acid)

Niacinamide 30 mg.
Calcium Pantothenate 10 mg.
Vitamin B₁
(Thiamine Mononitrate) 6 mg.
Vitamin B₂ (Riboflavin) 6 mg.
Vitamin B₆
(Pyridoxine Hydrochloride) . . 5 mg.
Vitamin B₁₂
(Cyanocobalamin) 25 mcg.

INDICATIONS: For conditions in which iron deficiency occurs concomitantly with deficient intake or increased need for the B-complex vitamins (contains no folic acid).

Iberet-Folic-500®

One Filmtab tablet a day supplies the same formula as Iberet-500 plus:

Folic Acid 800 mcg.

INDICATIONS: In non-pregnant adults, for the treatment of iron deficiency and prevention of concomitant folic acid deficiency where there is an associated deficient intake or increased need for the B-complex vitamins. Also indicated in pregnancy for the prevention and treatment of iron deficiency where there is a concomitant deficient intake or increased need for B-complex vitamins (including folic acid).

CONTRAINDICATION: Pernicious anemia.

WARNINGS: Folic acid alone is improper therapy in the treatment of pernicious anemia and other megaloblastic anemias where vitamin B₁₂ is deficient.

PRECAUTION: Where anemia exists, its nature should be established and underlying causes determined. Iberet-Folic-500 contains 800 mcg. of folic acid per tablet. Folic acid especially in doses above 1.0 mg. daily may obscure pernicious anemia, in that hematologic remission may occur while neurological manifestations remain progressive.

ADVERSE REACTIONS: The likelihood of gastric intolerance is remote. If such should occur, the tablet may be taken after a meal. Allergic sensitization has been reported following both oral and parenteral administration of folic acid.

Gradumet®—Controlled-release dose form, Abbott.
Filmtab®—Film-sealed tablets, Abbott.



Annual subject index

Humor (cont.)

A case (or two) for professional courtesy. 4-19-216
Why it's hard for a doctor to impress his son. 7-12-171
How "creative aggression" saved my medical license. 8-23-84
Can you top these "malapophors"? 11-1-142
Doctor vs. patient: It hurts less when you laugh. 11-29-147
If you ever have to cook for a sick wife. 12-13-144
Must you coax her in lithotomy position? 12-13-200

Income and expenses

An economic profile of the F.M.G. 1-26-86
One key to a failproof partnership. 1-26-85
New group M.D.s: flying high financially. 2-9-39
No wonder the ophthalmologists are happy. 2-23-80
The realistic way to bring a new man to parity. 3-22-145
Women doctors: still earning less, but trying harder. 3-22-154
Four little mistakes cost this practice \$66,000 a year. 4-5-99
The dollar you save will be your own. 10-11-101
Earnings survey: which specialties are staying ahead of inflation. 10-18-146
The latest expense trends: high but tolerable. 11-1-81
How much have malpractice premiums gone up? 12-27-102

Insurance

Four sharp ways to cut your life insurance costs. 1-12-123
A formula to keep fees in step with malpractice rates. 1-26-27
Why I just dropped my malpractice insurance. 2-9-146
He said "I quit"—but it wasn't that easy. 2-23-112
Indiana's malpractice law: the results so far. 3-22-29
Can deductibles really cut malpractice rates? 4-5-35
How much travel insurance do you really need? 4-5-205
What's this—annuities that swing? 4-5-75
How malpractice premiums get so big. 4-19-220
Now we've a financial incentive to bag bad doctors. 4-19-125
What we really need is legal-defense insurance. 4-19-249
Will hospitals help pay your malpractice premiums? 5-3-125
Disability insurance when you're not in A-1 condition. 5-17-117
Trust your employees? Bond 'em anyway! 5-17-84
Why should I pay for other doctors' malpractice suits? 5-17-88
Malpractice insurance: These doctors fooled the experts. 6-14-91
A noted doctor-baiter dissects the malpractice crisis. 6-14-31
Finding the best life insurance deal if you're a poor risk. 6-28-151
These life insurance policies can fight inflation. 7-12-104
Will your office insurance let you down? 7-12-123
The painful trade-offs of subsidized malpractice relief. 7-26-25
Getting more mileage out of auto insurance dollars. 9-6-109
Buy life insurance through your retirement plan? 9-20-123
Is a group dental plan right for your office? 9-20-169

Protecting your family without going overboard. 10-11-163
Getting your home insurance in line with the real world. 10-18-101
These doctors have self-insured—for 5 years now. 11-1-113
Personal umbrella policy: Now you need it more than ever. 11-15-131
Lower malpractice premiums: why these doctors said No. 12-13-115
Malpractice: Can the states outlaw going bare? 12-13-31
What I do to avoid getting duped in accident cases. 12-13-126
How much have malpractice premiums gone up? 12-27-102
I staged my malpractice protest from a sleeping bag. 12-27-65

Investments

Setting your investment sights for 1976. 1-12-23
Figuring the bottom line in a real-estate "bargain." 1-26-153
Should you avoid the money game? 1-26-180
A chancy investment your wife will love. 2-9-192
Six questions to ask before you invest in anything. 2-23-131
What's this—annuities that swing? 4-5-75
This doctor's got the coolest head around. 4-19-171
A safety-first strategy with top investment return. 5-31-83; Don't rule out all offbeat investments. 5-31-115
Triticale, shinnery—and other surefire investments. 6-14-102
Last bear out of the cave—and other investment insights. 6-28-23
A time-tested way to make raw land pay. 7-12-76
Give your real-estate bargain my "walk test." 8-9-109
Setting the rules between you and your broker. 8-9-145
Using bank "mutual funds" to boost your investment returns. 8-9-74
Should you invest in a race horse? Neigh. 9-6-155
The biggest market boom ever—and other investment insights. 10-4-31
"My worst financial mistake." 10-4-134
Turn a profit by housing your kids at college. 10-4-175
Is your portfolio poised for an upbeat year? 10-11-31; Realty investments that are ready to jell. 10-11-43; Cash in on your cash flow. 10-11-75
His pigs ate up his profits. 11-1-181
An investment with real American flavor. 11-1-119
Invest in the tennis boom? Forget it, unless . . . 11-15-109
It doesn't take a big stake to invest in fine art. 11-15-135

Bonds

T. Rowe Price: Profit by your pessimism. 1-12-217
An extra tax bonus from sagging municipal bonds. 2-9-89
Good old hospital bonds—even better buys today. 4-19-88
High-yield municipal bonds in a handy package. 5-17-173
A no-risk high-yield investment for retirement plans. 8-9-184
Make sure your municipal bonds don't turn sour. 8-23-122

Continued on page 120

Annual subject index

—Bonds (cont.)

Tax-exempt bonds that can't default. 10-18-112
Are you being foolish to stay out of the market? 12-27-70

—Mutual funds

Why the doctor funds lagged when the market made its move. 1-26-81
Your best investment mix for now. 5-17-139
Hedging your bets in a seesaw money market. 8-9-199
Five new strategies for long-term investment. 9-6-206
The income funds gain momentum. 11-15-207
Are you making the same mistakes the doctor funds make? 12-13-84

—Stocks

T. Rowe Price: Profit by your pessimism. 1-12-217
Those regional stocks: Time to look at the record. 2-9-135
Are preferred stocks as good as they seem? 3-8-162
Thanks, Wall Street, I needed that. 3-8-123
Ways to protect yourself in an Instant Stock Market. 3-8-31
When to sell a good stock. 5-3-35
Stocks that led the rebound: Some are still "buys." 6-28-77
Putting investment advisory services to the test. 7-26-116
Five new strategies for long-term investment. 9-6-206
High-yield stocks with a built-in tax shelter. 9-6-151
The simplest way to select bargain stocks. 9-20-27
Good stocks that pay more than bonds? Look before you laugh! 11-1-93
How do you spell comeback? Wall Street spells it CATV. 11-1-187
Are you being foolish to stay out of the market? 12-27-70

Law

"Somebody has to be guilty." 1-12-150
"To hell with all those laws—let's be good doctors!" 1-26-92
The most practical way to reduce crime. 2-9-202
I beat a malpractice blackmailer. 2-23-65
The attack on RVS: a step closer to fee control. 4-19-31
Don't be booby-trapped by a real-estate covenant. 4-19-199
Using a power of attorney to best advantage. 4-19-151
Malpractice: a contract to keep you out of court. 5-3-80
You can overcome the frustrations in a battered-child case. 5-3-128
Ask patients to release you from all future malpractice claims? 5-17-27
Don't close your practice until you read this. 6-14-187
How would you fare under state health insurance? 9-6-77
On-the-spot malpractice settlements become law. 9-6-31
The most important countersuit victory yet. 9-20-198
Not even a plaintiff loves a plaintiff's witness. 9-20-99

The high cost of tampering with medical records. 10-4-84
How plaintiff's attorneys view the countersuit tactic. 10-4-73
The law and your practice: Beware these collection pitfalls. 11-1-128; Official reports you'd better make—or else. 12-27-76
New malpractice peril for every doctor: the battered child. 11-1-33
Suing a malpractice plaintiff can boomerang. 11-1-108
M.D. charged in mass murders. 11-15-174
I prosecuted 22 doctors for fraud—and won. 12-13-73
Malpractice: Can the states outlaw going bare? 12-13-31
I staged my malpractice protest from a sleeping bag. 12-27-65

Liability

Immediate follow-up can forestall malpractice suits. 1-12-113
"Somebody has to be guilty." 1-12-150
Who's liable—you or the druggist? 1-12-69
My malpractice trial was fun and games—for the lawyers. 1-26-124
Don't leave your malpractice defense to the lawyers. 2-9-97
He said "I quit"—but it wasn't that easy. 2-23-112
I beat a malpractice blackmailer. 2-23-65
Malpractice in a locked room. 3-8-172
Here's ammunition to rebut malpractice lawyers. 3-22-207
Indiana's malpractice law: the results so far. 3-22-29
Malpractice defense: Your colleagues can help. 3-22-130
Can deductibles really cut malpractice rates? 4-5-35
How the malpractice squeeze is redistributing doctors. 4-5-71
A no-cost form of malpractice protection. 4-5-110
What if everybody had to get informed consent? 4-5-148
How malpractice premiums get so big. 4-19-220
How would you end the malpractice crisis? 4-19-86
Malpractice: a contract to keep you out of court. 5-3-80
Ask patients to release you from all future malpractice claims? 5-17-27
Why should I pay for other doctors' malpractice suits? 5-17-88
Don't close your practice until you read this. 6-14-187
A noted doctor-baiter dissects the malpractice crisis. 6-14-31
Why I didn't sue my doctor. 6-28-69
Are malpractice juries out to get doctors? 7-12-152
The painful trade-offs of subsidized malpractice relief. 7-26-25
My patient was so grateful she sued me—twice. 8-9-71
Plaintiff vs. 141—count 'em—141 physicians. 8-23-69
On-the-spot malpractice settlements become law. 9-6-31
The most important countersuit victory yet. 9-20-198
How plaintiff's attorneys view the countersuit tactic. 10-4-73
Which of your patients is likely to sue you? 10-18-72
New malpractice peril for every doctor: the battered child. 11-1-33
Malpractice: The suit-prone are few, but flammable. 11-29-154
The unexpected benefits of taping informed consent. 12-13-235

Location and distribution

In a medical rut? Break out! 3-8-113
How the malpractice squeeze is redistributing doctors. 4-5-71
I got a fancy new address, and my patients put on airs. 4-19-203
Pick your next location the way a businessman would. 6-14-115
The truth about that impending "doctor surplus." 8-9-166
We love rural practice—except for the bottom line. 8-23-108
Which states need which specialists? 12-13-129

Medical-care costs

Big business digs in against rising health costs. 9-20-148
Will doctors lose their "license to steal"? 10-18-93
Health-care costs: The buck starts here. 12-13-206
A tax cut that's really healthy. 12-13-96
Two stiff checkups for the annual physical: A doctor says Yes. 12-27-82

Medical profession

A nationwide doctor strike? It's unthinkable! 1-12-90
"To hell with all those laws—let's be good doctors!" 1-26-92
"Hey, Doc, got any manure that needs hauling?" 2-9-220
Let's fall out of love with our new technology. 2-9-153
How would you end the malpractice crisis? 4-19-86
"I'll never take a recertification exam!" 4-19-93
The quack business: still booming. 4-19-252
The patient with the hole in his head. 5-3-112
A doctor charges: "Shameful medical care nearly killed my daughter." 5-17-75
F.M.G.: Is the headache almost over? 6-14-198
Society is getting the doctors it deserves. 6-14-106
What happens when a state licensing board gets tough. 6-14-101
The strange case of the faked research. 7-26-145
The truth about that impending "doctor surplus." 8-9-166
Medicine's last word in "think tanks." 10-4-104
What the Russians think of Russian medicine. 10-18-160
Who says people can't find a doctor when they need one? 11-1-69
M.D. charged in mass murders. 11-15-174
Wayne Hays's doctor tells what it's like to be part of a media event. 11-15-77
Is health care a "sick-making enterprise"? 12-13-179
"Those who can, practice—those who can't, plan." 12-13-139
The "write" way to make ourselves heard. 12-13-153
Carter-care: What doctors think in Georgia. 12-27-32

Office

16 ways to burglar-proof your office. 1-26-182
Four office signal systems: Are you ready for one? 2-9-177
Is your office patient-proof? 2-9-238
Ever think about opening a second office? Don't! 3-22-169

Continued on page 122

Annual subject index

Office (cont.)

Can your waiting room pass this test? 4-19-185
Pick your next location the way a businessman would. 6-14-115
Will your office insurance let you down? 7-12-123
The courts crack down on professional-office tax shelters. 8-23-103
Yes, that is a fire truck in my waiting room. 11-1-144
Your office and staff: Passing marks, but . . . 11-29-104

Organized medicine

A nationwide doctor strike? It's unthinkable! 1-12-90
We can't fight Uncle Sam all by ourselves. 1-26-213
How soon will your colleagues begin advertising? 2-23-31
A timesaving way to speed third-party payments. 4-5-144
If peer review won't work, what will? 5-17-101
Malpractice insurance: These doctors fooled the experts. 6-14-91
Another failure for self-policing—or was it? 6-28-132
Health-care controls: slipping in the back door? 7-12-225
Medical discipline gone wrong: Everybody loses. 7-26-65
Is the doctor union movement dead? 8-23-140

Will the A.M.A. repudiate its own national health plan? 8-23-35
First doctor opposition to physician's assistants. 9-6-91
Forming a P.S.R.O. . . well, it beats taming tigers. 9-20-81
Let's reclaim our practices from the ivory-tower gang. 10-4-141

Partnership, group, and solo practice

Doctors' productivity: The trend is down. 1-12-100
One key to a failproof partnership. 1-26-85
"I risked two weeks for a new life." 2-9-162
New group M.D.s: flying high financially. 2-9-39
The realistic way to bring a new man to parity. 3-22-145
I'd rather switch than fight. 4-5-154
My year with an H.M.O. was one year too many. 4-19-79
Six essentials in choosing the right associate. 5-3-182
To get your staff clicking, put *somebody* in charge. 6-28-116
Are you cut out for group practice? Test yourself. 7-12-159
The biggest H.M.O. advocate backs off on prepayment. 8-9-29
No partnership is forever. 9-6-122

These doctors vacation six months a year. 10-4-83
When a nurse sees the patient, we cut our fees. 10-4-98
Those "ideal" partnership offers: We never learn. 12-13-101
Will you get your share of hidden partnership assets? 12-13-193

Patients

Complications as usual—but I was the patient. 1-12-225
I serve liquor to my office patients. 1-26-189
We've got to do more for patients in pain. 1-26-113
Dying patients: less afraid of the truth than we are. 2-9-113
My tough rules produce *responsible* welfare patients. 2-9-259
The sexual myths that haunt middle-aged men. 2-9-253
Does this patient have a real beef? 2-23-84
I beat a malpractice blackmailer. 2-23-65
Don't waste a crisis—your patient's or your own. 3-8-227
Do you know these 10 ways to save patients money? 3-8-203
My patients take their medical records with them. 3-8-75
Could your state use an idea like this? 3-22-204
Patient counseling that's more than a sympathetic ear. 3-22-117
"We wanted to pay you a little extra." 3-22-161
A no-cost form of malpractice protection. 4-5-110
I got a fancy new address, and my patients put on airs. 4-19-203
Office complaints? Head 'em off at the first visit. 4-19-122
The quack business: still booming. 4-19-252
You can overcome the frustrations in a battered-child case. 5-3-128
When to stop treating psychosomatic problems. 5-3-145
After-hours calls: your gift to patients. 6-14-195
The best time to end a bad patient relationship. 6-14-185
Is your reassurance alarming the patient? 6-28-84
Why I didn't sue my doctor. 6-28-69
How far to go prolonging life: one hospital's system. 7-12-69
A new way to show patients you care. 7-12-139
When the patient refuses to pay. 7-26-78
I screen patients with get-acquainted visits. 8-23-127
As doctors see it: why patient relations go wrong. 9-20-92
What the Russians think of Russian medicine. 10-18-160
Which of your patients is likely to sue you? 10-18-72
Why we keep the dying from dying in peace. 10-18-67
Take credit for what you do for the patient. 11-15-231
You—through your patients' eyes, 11-29-5; Rapport: Where the breakdown begins, 11-29-8; Emergencies: How well do you come through? 11-29-30; Loyalty: Why more patients are switching, 11-29-48; Fees and income: Is resentment on the rise? 11-29-62; Pediatricians: Are their problems all that special? 11-29-90; Your office and staff: Passing marks, but . . . 11-19-104; Welfare patients: Surprise—they like you, 11-29-134; Doctor vs. patient: It hurts less when you laugh, 11-29-147; Malpractice: The suit-prone are few, but flammable, 11-29-154; V.I.P.s: Your image with the image-makers, 11-29-165; How you fare in other



"You feel you're suffering from déjà vu?
Has this ever happened to you before?"

© MEDICAL ECONOMICS COMPANY

surveys, 11-29-169; Government controls: Which do they really favor? 11-29-172
Must you coax her in lithotomy position? 12-13-200
Taking the "hard middle ground" with your dying patient. 12-13-162
Two stiff checkups for the annual physical: A doctor says Yes. 12-27-82
What becomes of your patients when you retire? 12-27-75

Personal finances

An economic profile of the F.M.G. 1-26-86
Figuring the bottom line in a real-estate "bargain." 1-26-153
Should you avoid the money game? 1-26-180
Why the doctor funds lagged when the market made its move. 1-26-81
How medical families spend their money—today. 2-9-73
Professional deductions: Holding your own against Uncle Sam. 2-9-222
Why I just dropped my malpractice insurance. 2-9-146
Name a bank as trust manager? Maybe not. 2-23-110
Six questions to ask before you invest in anything. 2-23-131
How medical families spend their money: "Sure I've got responsibilities—but one of them is me." 3-8-96; "My ex-wife got everything except our daughter." 7-26-68; "I worked my butt off for 25 years—now I just enjoy living." 9-6-82; "The bank owns everything except our children." 11-15-90
My house-call service ran out of gas. 3-8-187
Thanks, Wall Street, I needed that. 3-8-123
Get more out of giving to your favorite causes. 4-5-134
Home improvements: Buy now, save later. 5-17-121
More foreign spending money for your buck. 6-14-153
Thinking of a condominium? Steps to take before you buy. 6-14-156
Last bear out of the cave—and other investment insights. 6-28-23
Is 100% financial management for you? 7-12-82
The next best thing to an Edsel dealership. 7-12-176
That house on the hill costs more than you think. 8-9-186
Using bank "mutual funds" to boost your investment returns. 8-9-74
The simplest way to select bargain stocks. 9-20-27
The biggest market boom ever—and other investment insights. 10-4-31
"My worst financial mistake." 10-4-134
Turn a profit by housing your kids at college. 10-4-175
Ten weeks to cut your 1976 taxes. 10-11-15; Is your portfolio poised for an upbeat year? 10-11-31; Realty investments that are ready to jell. 10-11-43; Cash in on your cash flow. 10-11-75; The dollar you save will be your own. 10-11-101; Making sure your assets pull their weight. 10-11-117; Four key questions to clarify your goals. 10-11-131; Protecting your family without going overboard. 10-11-163; Will your estate plan stand up? 10-11-189
An investment with real American flavor. 11-1-119
Invest in the tennis boom? Forget it, unless . . . 11-15-109
Are you making the same mistakes the doctor funds make? 12-13-84
Never too young for Keogh? I was. 12-13-229
Are you being foolish to stay out of the market? 12-27-70

Personal life

The best air-fare bargain hides the biggest booby trap. 1-12-170
Four sharp ways to cut your life insurance costs. 1-12-123
How to travel with your spouse and stay married. 1-12-131
Tips on staying alive in a small car. 1-12-74
You heard right: I retired on a \$22,000 nest egg. 1-12-140
Your best buys in exercise equipment. 1-12-118
De-Managing America: the final revolution. 1-26-190
The fine art of dodging a traffic ticket. 1-26-147
16 ways to burglar-proof your office. 1-26-182
Stay in castles and palaces—at motel prices. 1-26-160
The 23-hour day. 1-26-209
What they don't tell you about retirement. 1-26-134
For an uncommon vacation, try bareboating. 2-9-195
The greatest bonus a patient ever gave me. 2-9-130
How medical families spend their money—today. 2-9-73
"I risked two weeks for a new life." 2-9-162
The sexual myths that haunt middle-aged men. 2-9-253
Aftermath of drug abuse: one family's toll. 3-8-135
Don't waste a crisis—your patient's or your own. 3-8-227
How medical families spend their money: "Sure I've got responsibilities—but one of them is me." 3-8-96; "My ex-wife got everything except our daughter." 7-26-68; "I worked my butt off for 25 years—now I just enjoy living." 9-6-82; "The bank owns everything except our children." 11-15-90
How to hide almost anything. 3-8-82
The Jaguar coupe: better—or just more expensive? 3-8-153
"All good saints wear silos." 3-22-192
In pursuit of the good life. 3-22-75
Now *anyone* can take home movies. 4-5-114
All those "retirement rules"—shun them. 4-19-239
A case (or two) for professional courtesy. 4-19-216
This doctor's got the coolest head around. 4-19-171
Using a power of attorney to best advantage. 4-19-151
Foreign cars: Can you keep up with the upkeep? 5-17-156
A London tailor's guide to buying a good ready-made suit. 5-17-108
Look for a new car now—or wait for the 77s? 5-17-144
Putting off that sabbatical? Don't. 6-14-222
A doctor's guide to C.B. radio. 6-28-96
We retired on \$10,000 a year without missing any meals. 7-12-140
What's it take to get a book published? Well, money helps. 7-26-110
I thought I knew all about disabled patients—until I became one. 8-9-87
The little boat that wasn't mine. 8-9-178
The new T-bird: Can a turkey fly again? 8-23-80
My perfect long-weekend getaways. 9-6-199
Do you have the right family lawyer? 9-20-215
Our small house gives us more room to live. 9-20-111
Testing G.M.'s pared-down big cars. 9-20-88
Campaign '76: Doctors buy seats on the bandwagon. 10-4-93
Turn a profit by housing your kids at college. 10-4-175
The greatest father-son vacation of your life. 10-18-116

Continued on page 124

PROFESSIONAL OPPORTUNITIES

Practicing physicians in the Houston metropolitan area have requested our assistance in identifying doctors for the following specialties:

Family Practice	E.N.T.
Internal Medicine	OB/GYN
Pediatrics	Plastic Surgery

These opportunities are for solo, group and associate physicians looking to relocate their private practices into all areas of growing Harris County.

With beautiful residential areas, excellent schools and an outstanding medical reputation, the physician can enjoy a blend of personal and professional lifestyle that is unsurpassed.

No fees are charged and we are not an agency. For complete details, without obligation, please send curriculum vitae to: **James J. Smith, Director, Professional Relations, Hospital Affiliates International, Inc., 4525 Harding Road, Box TXH, Nashville, TN 37205.**

Northern New Jersey Opportunity for a . . .

DIRECTOR OF PATHOLOGY

367-Bed General Hospital

We are a highly modern, century-old, widely respected institution. Facilities have been newly updated, and services include advanced specialties and techniques.

This important position requires Board certification, substantial Pathology experience, and proved management ability. We seek a dynamic Director who can effectively maintain and enhance laboratories and services in a high-standards environment.

Our location is a pleasant area, convenient to New York City and surrounding suburbs. Please send curriculum vitae in confidence to attention of Berton Garfinkel, MD, Chairman, Search Committee.

CHRIST HOSPITAL
176 Palisade Avenue,
Jersey City, N.J. 07306



An Equal Opportunity Employer M/F

Annual subject index

Personal life (cont.)

- Who's got it made—you or the top brass of industry?* 10-18-71
Can you top these "malapophors"? 11-1-142
How I rescued my son from the Moonies. 11-1-72
I rented a vacation condo sight unseen. Don't you! 11-1-164
Testing the 1977 Cadillac: still in a class by itself? 11-1-102
Want to build your own clock? Violin? Glider? 11-1-150
Are you raising your kids to be children? 11-15-116
How to read a wine label. 11-15-229
It doesn't take a big stake to invest in fine art. 11-15-135
Safe-driving tips for M.D.s on the run. 11-15-143
16 special gifts for last-minute shoppers. 11-15-84
We've just got to cut the fat out of The New York Times. 11-15-159
You can take my Caddy—I'm a van man now. 11-15-166
If you ever have to cook for a sick wife. 12-13-144
A tax cut that's really healthy. 12-13-96
They can mo-ped, so why not you? 12-13-225
The world's greatest eggnog. 12-13-189
Two stiff checkups for the annual physical: A doctor-patient says No. 12-27-92

Practice management

- Doctors' productivity: The trend is down.* 1-12-100
How I won the paperwork war—with Superform! 1-12-78
Four office signal systems: Are you ready for one? 2-9-177
Our office was cozy—so was our embezzler. 2-9-86
Does this patient have a real beef? 2-23-84
Records that let me see 50% more patients. 2-23-72
The best possible way to schedule appointments. 3-22-223
Ever think about opening a second office? Don't! 3-22-169
Taming the infernal phone without an answering service. 3-22-141
Four little mistakes cost this practice \$66,000 a year. 4-5-99
Can your waiting room pass this test? 4-19-185
Finding—and keeping—first-rate assistants. 4-19-94
Office complaints? Head 'em off at the first visit. 4-19-122
If you have to keep them waiting, make 'em like it! 5-3-170
Would you be tricked by this perfect office fraud? 5-3-154
New plays in office forgery. 5-17-82
After-hours calls: your gift to patients. 6-14-195

- What every doctor needs: a practice survival kit.* 6-14-126
To get your staff clicking, put somebody in charge. 6-28-116
For a better staff, treat your assistants as partners. 7-26-94
Embezzler vs. computer: Don't bet on the computer. 9-20-156
The dollar you save will be your own. 10-11-101
Your office and staff: Passing marks, but . . . 11-29-104

Practice, special types

- Antidote for retirement blahs: Be a ship's doctor part time.* 2-23-157
"Hello, room service? I'm the rhinoplasty in 310." 3-8-128
My house-call service ran out of gas. 3-8-187
Being a college doctor today—it's something else. 7-12-109
Think you'd like to be a medical director? 9-6-196

Professions, other

- Who's liable—you or the druggist?* 1-12-69
My malpractice trial was fun and games—for the lawyers. 1-26-124
We can't fight Uncle Sam all by ourselves. 1-26-213
Don't leave your malpractice defense to the lawyers. 2-9-97
P.S.R.O.: getting to the right man. 2-9-121
How soon will your colleagues begin advertising? 2-23-31
Here's ammunition to rebut malpractice lawyers. 3-22-207
Indiana's malpractice law: the results so far. 3-22-29
How would you end the malpractice crisis? 4-19-86
The quack business: still booming. 4-19-252
If only government would let well enough alone. 6-28-76
Let juries set lawyers' malpractice fees? 6-28-111
Can a physician's assistant do this much? 7-12-97
Is 100% financial management for you? 7-12-82
Putting investment advisory services to the test. 7-26-116
Setting the rules between you and your broker. 8-9-145
We're surrendering our patients to nonphysicians. 8-23-74
What about those new nurses with their own practices? 9-6-175
Why lawyers earn so much doing so little. 9-6-129
Do you have the right family lawyer? 9-20-215
Not even a plaintiff loves a plaintiff's witness. 9-20-99
How plaintiff's attorneys view the countersuit tactic. 10-4-73
Who's got it made—you or the top brass of industry? 10-18-71
Wayne Hays's doctor tells what it's like to be part of a media event. 11-15-77
V.I.P.s: Your image with the image-makers. 11-29-165

Records

- How I won the paperwork war—with Superform!* 1-12-78
Records that let me see 50% more patients. 2-23-72
My patients take their medical records with them. 3-8-75
Don't close your practice until you read this. 6-14-187



How to cut the fat out of your medical records. 7-26-133
 The high cost of tampering with medical records. 10-4-84
What I do to avoid getting duped in accident cases. 12-13-126

Retirement

Rewriting your retirement plan to fit the new law. 1-12-84
 You heard right: I retired on a \$22,000 nest egg. 1-12-140
 Extra flexibility for your corporate retirement plan. 1-26-103
 What they don't tell you about retirement. 1-26-134
Antidote for retirement blahs: Be a ship's doctor part time. 2-23-157
 What's this—annuities that swing? 4-5-75
 All those "retirement rules"—shun them. 4-19-239
 Building your worry-free retirement plan. 5-31-7;
 Keogh vs. incorporation: You can't afford to stand pat. 5-31-9; Six plans to reach your retirement-income goal. 5-31-21; Take the misery out of managing your plan. 5-31-43; Living with those tough new Federal rules. 5-31-63; A safety-first strategy with top investment return. 5-31-83; Warning: Real estate may be hazardous to your plan. 5-31-95; Don't rule out all offbeat investments. 5-31-115; How to head off problems in the years ahead. 5-31-139
 What every doctor needs: a practice survival kit. 6-14-126
 We retired on \$10,000 a year without missing any meals. 7-12-140
 Buy life insurance through your retirement plan? 9-20-123
 Four key questions to clarify your goals. 10-11-131
 Don't pass up these extra retirement-plan benefits. 11-1-153
 Turning the new tax law to your advantage. 11-15-31
 Are you making the same mistakes the doctor funds make? 12-13-84
 Never too young for Keogh? I was. 12-13-229
 Are you being foolish to stay out of the market? 12-27-70
What becomes of your patients when you retire? 12-27-75

Social Security

Four key questions to clarify your goals. 10-11-131;
 Protecting your family without going overboard. 10-11-163

Specialty and general practice

Why should a health insurer decide a patient's fate? 1-12-203
 An economic profile of the F.M.G. 1-26-86
 No wonder the ophthalmologists are happy. 2-23-80
 Women doctors: still earning less, but trying harder. 3-22-154
 The attack on RVS: a step closer to fee control. 4-19-31
 Avoiding hang-ups on out-of-town referrals. 4-19-263
"I'll never take a recertification exam!" 4-19-93
 If peer review won't work, what will? 5-17-101
After-hours calls: your gift to patients. 6-14-195
 The truth about that impending "doctor surplus." 8-9-166
 We're surrendering our patients to nonphysicians. 8-23-74

Continued on page 129

Index of advertisers

Abbott Laboratories

Enduron20, 21, 22
 Erythrocine50, 51, 52
 Iberet-500118, 119
 Placidyl62, 63
 Tranxene110, 111, 112

Amiton Jewelry Company

Diamonds, Precious Gems ..8

Ayerst Laboratories

Inderal54, 55, 56, 57

Boehringer Ingelheim Ltd.

Combipres26, 27

Brown Pharmaceutical Company

Android 25/10/596

Burroughs Wellcome Company

Actifed-C4

Christ Hospital

.....123

Ciba Pharmaceutical Company

Esidrix114, 115
 Ritalin6, 7
 Slow-K84, 85, 86

Dista Products Company

Ilosone36, 37

Dorsey Laboratories

Triaminic Expectorant35
 Triaminol48

Dow Pharmaceuticals

Novafed60, 61

Eaton Laboratories

Chloraseptic81

Geigy Pharmaceuticals

BrethineIBC, BC

General Foods

Sanka117

Hospital Affiliates

.....123

Ives Laboratories Inc.

Isordil64

Lilly and Company, Eli

Darvocet-N 10058
 Keflex28, 29

McNeil Laboratories Inc.

Tylenol w/Codeine109

Merck Sharp & Dohme

Aldoril10, 11, 12
 Hydrops126, 127, 128

Merrell-National Laboratories

Bentyl30, 31

Pfizer Laboratories

Minipress38, 39, 40
 Vibramycin97, 98

Procter & Gamble

Ivory Soap33

Robins Company, A.H.

Dimetane Expectorant100, 101

Roche Chemical

.....16, 17

Roche Laboratories

Institutional47
 Valium44, 45, 46

Sandoz Pharmaceuticals

Cafergot PB121

Schering Corporation

Afrin18
 Coricidin "D"129
 Fulvicin U/F90, 91

Smith Kline & French Laboratories

Dyazide95
 Tuss-Ornade24

Stuart Pharmaceuticals

Kinesed43
 Mylicon-8015

Syntex Laboratories

Lidex88, 89

Upjohn Company, The

MotrinIFC, 1, 2, 3

Smith Kline & French Laboratories

Dyazide95
 Tuss-Ornade24

Changing your address?

Then be sure to read this message!

The publishers can send MEDICAL ECONOMICS without charge only to the professional address of privately practicing medical and osteopathic physicians in the U.S. and U.S. territories. If you are moving to a new professional address, and want to insure uninterrupted delivery of your copies, PLEASE NOTIFY US AT LEAST SIX WEEKS IN ADVANCE, either by letter or via the following coupon. If possible, include your mailing label from a current copy of MEDICAL ECONOMICS. Mail to:

MEDICAL ECONOMICS, Circulation Dept., Box 411, Westwood, N.J. 07675

Name _____ M.D.
 _____ D.O.
 (PLEASE PRINT)

Former mailing address
 Street _____
 City _____ State _____ Zip code _____

New professional address
 Street _____
 City _____ State _____ Zip code _____

122776

Specialty and general practice (cont.)

Think you'd like to be a medical director? 9-6-196
 Fees: Are they rising too fast? 10-4-152
 It's time to say something *nice* about specialists. 10-4-80
 Let's reclaim our practices from the ivory-tower gang. 10-4-141
 My leaders are burying my specialty! 10-18-139
 Pediatricians: Are their problems all that special? 11-29-90
 Which states need which specialists? 12-13-129
 Why I'm all for second opinions on elective surgery. 12-13-80

Taxes

Your 1976 tax calendar: Staying 14 steps ahead of the I.R.S. 1-12-104
 Answers to your tax questions. 2-9-243; 2-23-159; 3-8-167; 3-22-187; 4-5-173
 An extra tax bonus from sagging municipal bonds. 2-9-89
 Professional deductions: Holding your own against Uncle Sam. 2-9-222
 A vacation van you can tax-deduct. 2-23-123
 Don't miss out on these personal tax deductions. 3-8-90
 A workable way to transfer practice assets to your children. 3-8-223

Wringing more tax savings from your professional equipment. 3-22-103
 Don't let the I.R.S. psych you out. 4-5-80
 Get more out of giving to your favorite causes. 4-5-134
 Standing up to those tough new tax auditors. 5-3-77
 Home improvements: Buy now, save later. 5-17-121
 Keogh vs. incorporation: You can't afford to stand pat. 5-31-9; Six plans to reach your retirement-income goal. 5-31-21; Living with those tough new Federal rules. 5-31-63; Warning: Real estate may be hazardous to your plan. 5-31-95
 Does it make sense to lease your next car? 7-26-87
 Now you can deduct most specialty-training costs. 7-26-77
 The courts crack down on professional-office tax shelters. 8-23-103
 How to be ready for an I.R.S. corporate audit. 9-6-188
 A charitable gift that keeps paying off. 10-4-191
 Ten weeks to cut your 1976 taxes. 10-11-15; Making sure your assets pull their weight. 10-11-117
 Fending off tougher corporation tax audits. 10-18-80
 Turning the new tax law to your advantage. 11-15-31

Travel

The best air-fare bargain hides the biggest booby trap. 1-12-170

How to travel with your spouse and stay married. 1-12-131
 Stay in castles and palaces—at motel prices. 1-26-160
 For an uncommon vacation; try bareboating. 2-9-195
Antidote for retirement blahs: Be a ship's doctor part time. 2-23-157
 A vacation van you can tax-deduct. 2-23-123
 "All good saints wear silos." 3-22-192
 How much travel insurance do you really need? 4-5-205
 Shipwrecked! How I sank on my sabbatical. 4-5-182
 Get away from it all on a luxury freighter. 4-19-135
 Europe for less than \$1 a day. 5-3-175
 A family vacation: Try college for a week or two. 5-3-88
 Thank goodness our kids made us visit Hawaii. 5-17-126
 More foreign spending money for your buck. 6-14-153
 Putting off that sabbatical? Don't. 6-14-222
 Will your luggage land when—and where—you do? 7-12-190
 Don't give up on the Caribbean until you try Curacao. 8-9-124
 When is a \$55 room cheaper than a \$30 room? 8-9-165
 How to outsmart a travel brochure. 10-4-116
 These doctors vacation six months a year. 10-4-83
 I rented a vacation condo sight unseen. Don't you! 11-1-164 ■

Cold season symptoms

Coricidin'D'
 brand of decongestant-antihistaminic-analgesic compound
Decongestant Tablets

For temporary relief of these symptoms that may occur in colds:

Ease aches, pains, and fever.
 Dry nasal passages and reduce nasal swelling.
 Promote sinus drainage.
 Restore freer nasal breathing.
 Relieve sneezing, watery and itchy eyes.



Schering